



# CHAOS

## PRESS RELEASE

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### **Chaos Dealer-Media Breakfast and Live Concert**

Winter Snow Sport Show in Denver, CO.  
January 29th, 2010 9 am-12 noon Breakfast  
and 5 pm for Live Music Booth #1246

SIA Booth # 1246

Steamboat Springs, CO- January 26th, 2010. Chaos Headwear will thank its current dealers, new dealers and friends of the media at their annual Burrito Breakfast, Day 2- Jan. 29<sup>th</sup> between 9:00 and noon, at the SIA snow sports show in Denver, Co. Join Chaos at 5:00 pm as the day wraps up for beer and live music performed by Jake Supple. 2010 marks the first time in close to 40 years that the show has been held anywhere but Las Vegas, Nevada.

Supple will play live acoustic guitar offering a smooth mix of modern rock/reggae. Supple and his group, Knock on Wood, recently opened for Rusted Root in for the Steamboat Music Fest

<http://www.myspace.com/knockonwoodband>.

In addition to the Burrito Breakfast and live tunes, Chaos Headwear can be sighted on the crowds at the SIA Living Legends concert at the historic Ogden Theater. Chaos Headwear is a guest partner to Icelantic Board Company. This relationship will kick off with a crowd-pleasing sampling of both the Icelantic branded headwear and Chaos headwear at the greatly anticipated Living Legends Concert During SIA 2010.



*Featured image: Tokyo hat*

The concert, featuring hip-hop group, Living Legends, [www.legendarymusic.net](http://www.legendarymusic.net) will take place during the SnowSports Industries America (SIA) annual trade show to celebrate the first time the show has been held in Colorado. 2010 marks the first time in 37 years that the show has been held anywhere but Las Vegas, Nevada.

*Living Legends* Concert is January 29th, 2010 at the Ogden Theater. The doors open at 8pm and general admission tickets are available though [ticketmaster.com](http://ticketmaster.com) for \$22 each. The *Living Legends* are a group of independent hip-hop artists and the show will feature special guests *The UmConscious*.

The Denver-based art inspired and hand-crafted board manufacturer, Icelantic Boards, [www.icelanticboards.com](http://www.icelanticboards.com) is the primary sponsor. Presented by Icelantic, the Living Legends concert is a collaboration between five Colorado companies – Icelantic, Optic Nerve, Never Summer Snowboards, Hestra Gloves and FlyLow – and will welcome the SIA Snow Show and its attendees to Denver.

The SIA trade show has moved its traditional location in Las Vegas, NV to the Mile-High city in Denver, Co. Immediately following the show days of January 27<sup>th</sup> - 31<sup>st</sup>, the industry is sponsoring the first international two day on-snow demo and Free Ride Fest from February 1-2, 2010. The move to Denver, will benefit many regional retailers, and buyers looking to try all the gear they can before their final order is due.

“We are seeing in this looming recession, a behavior, that larger accounts are spending more on accessory items and co-brand partnership in a recession...all this helps the brands make up for the short comings in outerwear and hard goods,” reflects, Gary supple-Director of US Sales in Steamboat Springs, Colorado.

Outdoor Retailer show in Salt Lake City, booth # 30001E Jan. 21st-24th  
SIA-Snow Sport show in Denver booth # 1246. Jan. 28<sup>th</sup>-31st

**To learn more about Chaos Headwear, our products and programs, log on to [www.chaoshats.com](http://www.chaoshats.com)**

Chaos' is quality, responsiveness and a vast array of headgear possibilities. The Brand is owned by Do-Gree fashions, a Mill locally owned and operated—with three generations of experience. Do-Gree Fashions in Montreal, Canada is able to respond quickly to both customer requests, as well as fast-paced market trends, both of which translate to unparalleled service. Designs from both CHAOS and sister brand MOON SHADOW vary from winter to four-season, urban to alpine, casual to high-end alpaca, all of which supply the men's, women's and youth markets. Materials include: merino wool, mohair, acrylic blends, cottons, angora, fleece, and technical fabrics from the **New CTR-Chaos Thermal Regulation, Fits ALL 4X®**, Pro-Stretch™ and Pro-Stretch plus™, Windshield®, Dri Release®.

**Event sponsorships where CTR can be found:**

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| <b>-Teton Gravity Research</b>           | <b><a href="http://tetongravity.com">tetongravity.com</a></b>                   |
| <b>-Birds of Prey World Cup</b>          | <b><a href="http://vvf.org">vvf.org</a></b>                                     |
| <b>-US Telemark World Cup</b>            | <b><a href="http://ustsa.org">ustsa.org</a></b>                                 |
| <b>-Nordic Nationals Championships</b>   | <b><a href="http://ussadistancenationals.org">ussadistancenationals.org</a></b> |
| <b>-Vail Veterans Program</b>            | <b><a href="http://vailveteransprogram.com">vailveteransprogram.com</a></b>     |
| <b>-SynchroSki Carving Championships</b> | <b><a href="http://synchroski.com">synchroski.com</a></b>                       |
| <b>-SOS -Outreach</b>                    | <b><a href="http://SOSoutreach.org">SOSoutreach.org</a></b>                     |
| <b>-Windell's Camp</b>                   | <b><a href="http://windells.com">windells.com</a></b>                           |
| <b>-Mountain Dew Vertical Challenge</b>  | <b><a href="http://mountaindewvc.com">mountaindewvc.com</a></b>                 |
| <b>-Vail Valley Foundation</b>           | <b><a href="http://vvf.org">vvf.org</a></b>                                     |